



# MATCHDAY GUIDE

## 2024/25



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# WELCOME TO OXFORD UNITED'S MATCHDAY EXPERIENCE!

We're thrilled to have you join us at the Kassam Stadium for what promises to be an unforgettable matchday! Whether you're a lifelong supporter or visiting for the first time, our vibrant atmosphere, passionate fans, and exciting football create a truly unique experience. From the moment you arrive, you'll feel the energy that makes an Oxford United matchday so special. Let's unite in support of the U's and make some noise together!

In this Matchday Guide, you'll find everything you need to enhance your experience in OX4. From stadium facilities and accessibility information to pre-match festivities and post-match activities, we've got you covered.

Enjoy the game!



# WHO WE ARE

Founded in 1893 as Headington FC, the Club's name was changed in 1960 to appeal to the whole city and further increase national recognition.

Oxford United Men's Team plays their football at the Kassam Stadium in the EFL Sky Bet Championship having been promoted through the Play-Offs from League One in the 2023/24 Season.



# YOUR MATCHDAY

	<b>12:30pm</b> Kick-Off	<b>3:00pm</b> Kick-Off	<b>7:45pm</b> Kick-Off
<b>Club Shop Opens</b>	9:30am	11:00am	10:00am
<b>Turnstiles Open</b>	11:00am	1:30pm	6:30pm
<b>Teams Announced</b>	11:30am	2:00pm	6:45pm
<b>Teams out for warm up</b>	11:45am	2:15pm	7:00pm
<b>Teams enter the pitch</b>	12:25pm	2:55pm	7:40pm
<b>Half-Time, Entertainment &amp; Birthday Messages</b>	1:15pm	3:45pm	8:30pm
<b>Second Half Begins</b>	1:30pm	4:00pm	8:45pm
<b>Full Time</b>	2:15pm	4:45pm	9:30pm

# HOW TO BUY



## ONLINE

[OUFCTickets.co.uk](http://OUFCTickets.co.uk)



## PHONE

Contact the Ticket Office at  
**01865 337533**



## STADIUM

Visit the Ticket Office in  
person during office hours



## TICKET OFFICE OPENING TIMES

					Non-Matchday	Home Matchday	
<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Saturday</b>	<b>Sunday</b>
10:00am-5:00pm	10:00am-5:00pm	CLOSED	10:00am-5:00pm	10:00am-5:00pm	CLOSED	Open three hours before KO	CLOSED



## MEET YOUR HEROES

Cheer on the players as they arrive at the stadium before the game near the Ticket Office

# PRE-MATCH ACTIVITIES



## OLLY & OLIVIA

Meet our furry mascots ahead of kick-off as they walk around the stadium meeting fans



## MATCHDAY SELFIES

Post your matchday selfies using #OUFCMatchday to X on gameday to be included on our big screen ahead of kick-off



## SENSORY ROOM

We have a bespoke Sensory Room based in the Family Section, for young fans who may need to take a little time out on a matchday with our fully trained helpers.

Just ask a steward if you would like to use it.



## REFRESHMENTS

The Kassam Stadium offers food and beverage options in and around the stadium ahead of the game, and in the concourse and half-time.

A range of hot and cold food and beverage options are available in the concourses for all weathers watching the U's in OX4.



## FIRST TIME FANS

First time visiting an Oxford United game?

Let us know by filling out this form [HERE](#) and a member of our Fan Engagement Team will visit you in your seats ahead of kick-off with a 'First Time Fan' pack to make your first visit extra special.



## HALF-TIME ANNOUNCEMENTS

Celebrating a birthday or a special occasion at an upcoming Oxford United match?

Submit a half-time announcement request that we'll read out at your selected game.

Click [HERE](#)



## CLUB SHOP

Fans can visit the Club Shop on matchday to secure their Oxford United merchandise before the game. The store offers a wide range, including replica shirts, scarves, hats, and other great memorabilia for all budgets.

You can browse the online store ahead of your visit at [OUFCShop.co.uk](https://OUFCShop.co.uk)



## MASCOT EXPERIENCES

Looking for that ultimate matchday experience for the young Yellows in your family? How about the opportunity to be a Mascot for the day?

Enjoying a tour of the changing rooms, meeting the players on arrival, warming up on the pitch, and walking out with one of United's stars makes for the perfect experience for the Young U's in your household.

For more information or to book online, email: [community@oufc.co.uk](mailto:community@oufc.co.uk)

# GET IN TOUCH

## TICKET OFFICE

 01865 337533

 [ticketoffice@oufc.co.uk](mailto:ticketoffice@oufc.co.uk)

 [OUFCTickets.co.uk](https://OUFCTickets.co.uk)

## CLUB SHOP

 01865 747231

 [OUFCShop.co.uk](https://OUFCShop.co.uk)



## CLUB CONTACTS

Supporter Liaison Officer, Aaron Kightley:  
[akightley@oufc.co.uk](mailto:akightley@oufc.co.uk)

Marketing & Fan Engagement Queries:  
[reply@oufc.co.uk](mailto:reply@oufc.co.uk)

## MATCHDAY FEEDBACK

We want to continue improving our offering and welcome your feedback on your experience at a matchday in OX4. Please help us to continually improve by sending in your thoughts to [feedback@oufc.co.uk](mailto:feedback@oufc.co.uk) following your visit.

# GETTING HERE

## BY CAR

From the A4074 take the exit towards Cowley/Watlington/B480/ Sandford/Littlemore/ Oxford Science Pk/Littlemore Pk. The Kassam Stadium is signposted from there. The stadium has unreserved parking for around 2,000 cars. Parking is free of charge from four hours before until four hours after kick-off and available on a first-come, first-served basis.

## BY TRAIN AND BUS

The nearest railway station is Oxford Station, which is connected directly to major cities across the UK and many local towns. Stagecoach route 1 and The Oxford Bus Company route City 5 run at frequent intervals (every 4–10 minutes) from the station to Knights Road, a five-minute walk to the ground. Oxford Plus Bus tickets are valid on both routes. Return or 24-hour passes bought from the driver on route 1 can be used to travel back to the station on the City 5 and vice versa. There are also several buses from Oxford City Centre and surrounding areas that run directly to the Kassam Stadium. Alternatively, a taxi from the railway station or city centre to the Kassam Stadium should cost approximately £10–£15.

## DISABLED SUPPORTERS

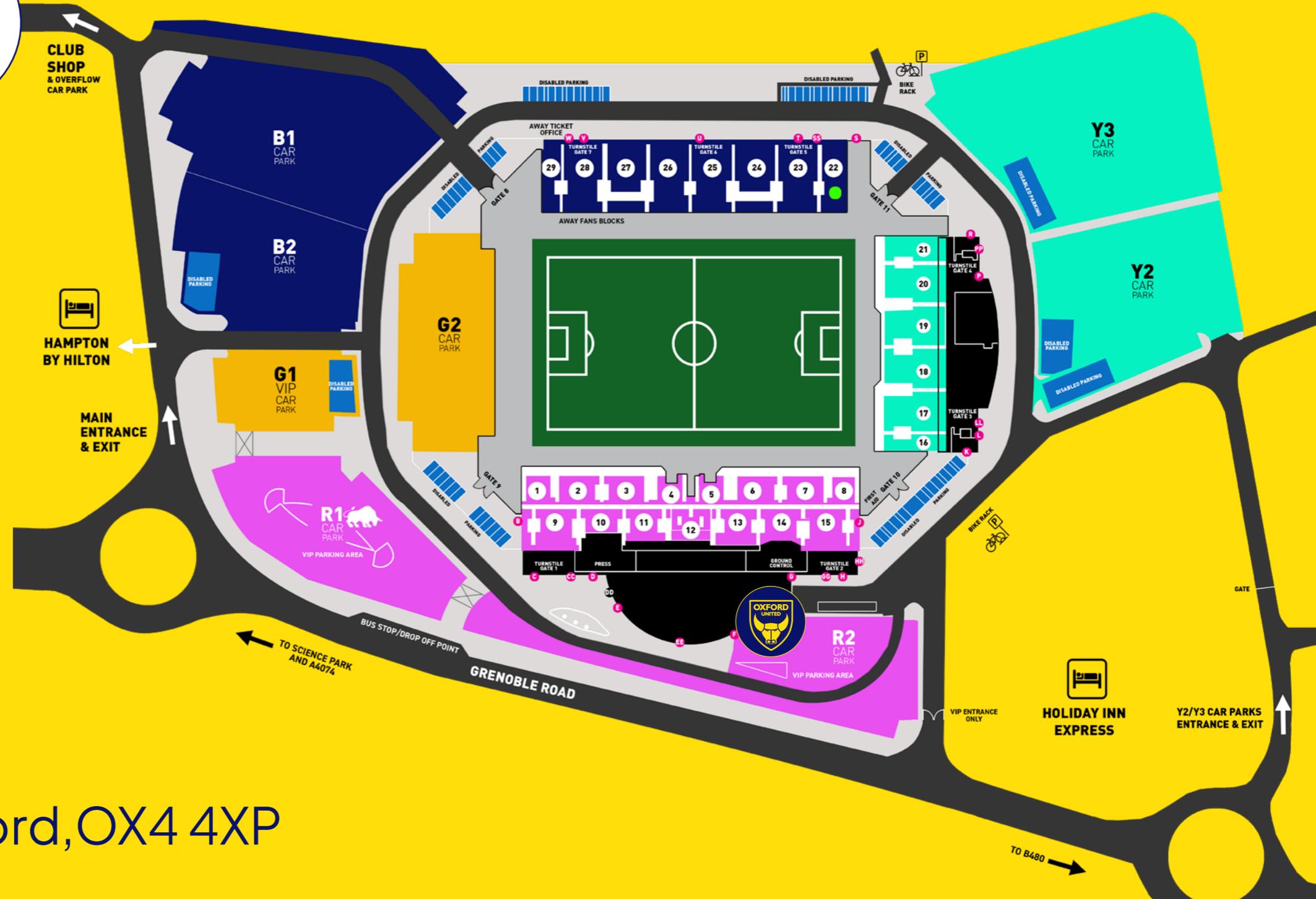
There are specific marked bays for disabled supporters near each stand on a first-come, first-served basis.





# KEY

- Planet IT North Stand
- East Stand
- South Stand
- Stadium Exits
- Family Stand/ Sensory Room
- Club Shop
- Ticket Office



**Kassam Stadium,**  
Grenoble Road, Oxford, OX4 4XP



WE HOPE YOU  
ENJOY THE GAME!